

REP: HEADLINE# 6237989 TRM# E:120717  
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\* AUG29/12 14.17  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

FAX# 703-516-9680

ADV #	ADV. NAME	ISS/AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC	BUYER NAME	EMILY MILHOAN	
		66 CANAL CENTER PLAZA, SUITE 555	SALES PRSN	WA-MEGHAN MCGARR (H)	
		ALEXANDRIA, VA 22314			
		CONTRACT # 6237989	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	AMERICAN CROSSROADS	EST#690	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT	DATES SEP4/12 SEP14/12	WK-2			
CITY TAX	STATE TAX		CO-OP BILLING NEEDED		DATE AUG29/12 14.17

REP: MAKEGOOD/REVISION

SUBJECT CHANGE LN'S 8,17,37,39,54,72,84  
TIME PERIOD CHANGE LN 60  
SPOTS CANCELED ON LN'S 19-20  
LN'S 86-87 ADDED

TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \* \* \* \* THIS IS A CASH IN ADVANCE SCHEDULE \* \* \* \*

AMERICAN CROSSROADS

:	LINE#:	REP :	CD:	TIME	PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAYs	:	TOTL:
:	LINE#:	:	:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	INVT	:	SPTS:	:	

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 690  
AGENCY PRODUCT CODE = 27

8	NZ	700P-730P	30	\$1,700.00	9/7	9/7	1	FRI	1
PROGRAM :	7P NEWS	CON COM:	7P NEWS						
17	NZ	730P-800P	30	\$1,800.00	9/10	9/10	1	MON	1
PROGRAM :	ENT TONIGHT	CON COM:	ENT TONIGHT						

7/12 FLC (CB)

REP. HEADLINE# 6237989 TRF# E:120717  
SSS MOD# 0: UNAPPROVED REV #2 SSS

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*\*\*CHANGES\*\*\*\*\*

CREDIT RISK !!!  
HARRIS REPORT FROM REP \* \* \* CHANGES \* \* \* AUG 29 / 12 14.17  
\*\*\* WERN REV \*\*\*

REP: TEL# 703-516-9399  
REF: HENTLINE# 6237989 TRF# E:120717  
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG29/12 14.1.7  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

MARKET TOTALS \$384,880 WFLA 21% WFBS 19% WTSP 21% WTWT 32% WTOG 0% WTVA 0% WMOR 0%  
SHARES ACCURATE WMox 0% WXpx 0% WWsb 7% Cabl 0%  
SVC- NSI DEMOS- RA3S+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

LINE# : REP : CD:	TIME PERIOD :	LGH# :	SEC :	RATE :	START DATE :	END DATE :	SPTS: /WK:	WEEK INVT :	DAY\$ :	:TOTL: :SPTS:
87 A 600A-700A		30		\$1,000.00	9/5	9/7	1		1	1
SEP/12		80825.00								
					CONTRACT TOTAL SPOTS		80825.00			
					TOTAL SPOTS		74			

REP: TEL# 703-516-9399  
REF: HEADLINE# 6237989 TRF# E:120717  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG27/12 14:50  
\*\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

FAX# 703-516-9680  
BUYER NAME EMILY MILHOAN  
SALES PRSN WA- MEGHAN McGARR (H)

ADV #	ADV.	NAME ISS/AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY.	NAME CROSSROADS MEDIA LLC	BUYER NAME	EMILY MILHOAN	
66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314			SALES PRSN	WA-	MEGHAN McGARR (H)
CONTRACT # 6237989			CLASS:	NATL.	LOCAL REGIONAL
PRDCT	AMERICAN CROSSROADS	EST# 690	COMMENTS:	(LINE, ORDER, INVOICE)	
FLIGHT	DATES SEP4/12	SEP14/12	WK-		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG27/12	14:50

REP:

REVISION/MAKEGOOD  
FLIGHT DATE EXTENDED TO 9/14  
SPOTS CANCELED ON LN'S 41-42, 46, 49-50, 53, 55-57 BECAUSE THEY WERE SET TO  
RUN ON 9/4  
THOSE SPOTS THAT WERE CANCELED WERE ADDED TO NEW LN'S 77-85 AND NOW RUN ON  
9/14  
TTL SAME \$80, 825  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM

\* \* \* \* THIS IS A CASH IN ADVANCE SCHEDULE \* \* \* \*

AMERICAN CROSSROADS

:	LINE#:	REP	: C	D:	TIME	PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAY	:	TOTL:	
:	LINE#:	:	:	:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	INVT	:	:	SPTS:		
41	S	1100P-200P			30			\$425.00		9/4		9/4		0								0		
PROGRAM :	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:	CON COM1:		
CON COM1:	NEWS	CHANNEL	8 @	11PM	CON COM1:	NEWS	CHANNEL	8 @	11PM	CON COM1:	NEWS	CHANNEL	8 @	11PM	CON COM1:	NEWS	CHANNEL	8 @	11PM	CON COM1:	NEWS	CHANNEL	8 @	11PM

REF# HEADING# 6237989 TRN# E:12071-  
SSS MOD# U:UNMAPPROVED REV #1 SSS

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*CHANGES\*\* AUG27/12 14.50 \*\*\* WFLA-TV \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
HEADLINE# 6237989 TRE# E:120717 CREDIT RISK !!!  
\$\$\$ MOD# O: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP AUG27/12 14.50  
\*\*\*CHANGES\*\* \*\*\* WFILA-TV \*\*\*

LINE#	REP	COD	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPOTS	WEEK	DAYS	TOTL:	:SPOTS:
79	A	400P-500P			30		\$650.00	9/14	9/14	1		FRI	1	
PROGRAM :														
CON COM1:														
80	A	530A-600A			30		\$550.00	9/14	9/14	1		FRI	1	
PROGRAM :														
CON COM1:														
81	A	530P-600P			30		\$850.00	9/14	9/14	1		FRI	1	
PROGRAM :														
CON COM1:														
82	A	630P-700P			30		\$3,500.00	9/14	9/14	1		FRI	1	
PROGRAM :														
CON COM1:														
83	A	700A-900A			30		\$1,100.00	9/14	9/14	1		FRI	1	
PROGRAM :														
CON COM1:														
84	A	730P-800P			30		\$1,800.00	9/14	9/14	1		FRI	1	
PROGRAM :														
CON COM1:														
85	A	900A-1000A			30		\$650.00	9/14	9/14	1		FRI	1	
PROGRAM :														
CON COM1:														
SEP/12		80825.00												
MARKET TOTALS		\$384,880												
SHARES ACCURATE														
SVC- NSI														
DEMOS- RA35+*														
MOD CODE A-ADD	B-BUY	TYPE C-CANCELLED	DE-DELETE	E-EFF	DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME						
P-CLASS, PLAN, SECT	Q-PAID	PGM R-RATE	S-SPOTS	PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*	MULTIPLE				

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 756    Issue 3



P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue

Buyer: " "

Schedule Dates: 09/03/12 to 09/16/12

Est./PO Number: 06237989

Associated Copies: No

Submission Cost:

Client/Product Estimate:

Weeks:

Contract type:

Campaign Ref:

Sales Rep:

Order Ref:

Business Type:

Business Category:

80825

11/27/690

2

Political

E-120717072

HRP Washington, DC

06237989

POLITICAL

Product: American Crossroads  
Demographic: (L) Household

Booking Group: WFLA  
Order:

Key Market: Tampa-St. Petersburg, FL

**Original**

Ref	Sales Product Details	Rev Type		Rate	Spot Type	09/03	09/10	Total	Cost
1	Fri 10p ET / 9p CT Dateline NBC Friday	02		5300	30 Comme	Nbr of Spots	1	1	5300
2	M-F 12p Today Show III	03		225	30 Comme	Nbr of Spots	1	1	225
3	M-F 3p Doctors	04		425	30 Comme	Nbr of Spots	1	1	425
4	M-F 5a News	01		300	30 Comme	Nbr of Spots	1	1	300
5	M-F 5p News	04		850	30 Comme	Nbr of Spots	1	1	850
6	M-F 6p News	02		1500	30 Comme	Nbr of Spots	1	1	1500
7	M-F 6a News	03		850	30 Comme	Nbr of Spots	1	1	850
8	M-F 7p Entertainment Tonight	02		30	Comme	Nbr of Spots	1	1	30
<b>Weekly Totals:</b>						Total Spots(Ord Spots)	30	44	74
Closed PR						Closed PR	3	4	7

**Crossroads Media**  
66 Canal Center Plaza  
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**American Crossroads/ Issue**  
Submission Number 756 Issue 3



Client:  
American Crossroads/ Issue  
Buyer:  
" "  
Schedule Dates:  
09/03/12 to 09/16/12  
Est. P.O. Number:  
06237989  
Associated Copies: No

Submission Cost:  
80525  
Client/Product Estimate:  
11/27/690  
Weeks:  
2  
Contract Type:  
Political

Campaign Ref:  
E-120717072  
Sales Rep:  
HRP Washington, DC  
Order Ref:  
06237989  
Business Type:  
POLITICAL

**Original**

Ref	Sales Product Details	Rev Type		Rate	Spot Type	09/03	09/10	Total	Cost
9	M-F 7a Today Show ....F..	03		1100	30 Comme	Nbr of Spots 1	1	1	1100
10	M-F 1p Days Of Our Lives M.....	03		425	30 Comme	Nbr of Spots 1	1	1	425
11	M-Su 11p News M.....	02		2000	30 Comme	Nbr of Spots 1	1	1	2000
12	M-F 4p Dr Oz M.....	03		650	30 Comme	Nbr of Spots 1	1	1	650
13	M-F 530a News M.....	01		550	30 Comme	Nbr of Spots 1	1	1	550
14	M-F 530p News M.....	04		850	30 Comme	Nbr of Spots 1	1	1	850
15	M-F 630p ET / 530p CT NBC Nightly News M.....	03		2000	30 Comme	Nbr of Spots 1	1	1	2000
16	M-F 7a Today Show M.....	02		1400	30 Comme	Nbr of Spots 1	1	1	1400
17	M-F 730p Extra M.....	02			30 Comme	Nbr of Spots 1	1	1	
18	M-F 9a Today Show II M.....	03		650	30 Comme	Nbr of Spots 1	1	1	650
19	Golf Sun	03		650	30 Nbr of Spots	1	1	1	650
<b>Weekly Totals:</b>				Total Spots(Ord Spots)		30	44	74	
Closed PR				Closed PR		3	4	7	

PHONE (813) 228-8888

**Crossroads Media**  
66 Canal Center Plaza  
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Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 756      Issue 3**



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

Client: Buyer:		American Crossroads/Issue		Submission Cost: Client/Product/Estimate:		80825 11/27/690		Campaign Ref: Sales Rep:		E:120717072 HRP Washington, DC
Schedule Dates:		09/03/12 to 09/16/12		Weeks:		2		Order Ref:		06237989
Est./PO Number:		06237989		Contract type:		Political		Business Type:		POLITICAL
Associated Copies:		No		Business Category:		Transactional				
Ref	Sales Product Details	Rev Type		Rate	Spot Type	09/03	09/10	Total	Cost	Original
20	.....S Sun 6p News	02		900	30 Comme	Nbr of Spots	1	1	900	
21	Sun 8a Today Show	02		700	30 Comme	Nbr of Spots	1	1	700	
22	M-F 1p Days Of Our Lives	03		425	30 Comme	Nbr of Spots	1	1	425	
23	M-Su 11p News	02		2000	30 Comme	Nbr of Spots	1	1	2000	
24	M-F 1135p ET / 1035p CT Tonight Show	02		1000	30 Comme	Nbr of Spots	1	1	1000	
25	M-F 12p Today Show III	03		225	30 Comme	Nbr of Spots	1	1	225	
26	M-F 3p Doctors	04		425	30 Comme	Nbr of Spots	1	1	425	
27	M-F 4p Dr Oz	03		650	30 Comme	Nbr of Spots	1	1	650	
28	M-F 5a News	01		300	30 Comme	Nbr of Spots	1	1	300	
29	M-F 5p News	04		850	30 Comme	Nbr of Spots	1	1	850	
<b>Weekly Totals:</b>		<b>Total Spots(Ord Spots)</b>				30	44	74		
		<b>Closed PR</b>				3	4	7		

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 756    Issue 3

**News Channel 8**  
on your side



**METV**

**TBO.com**  
Tampa Bay Online

Client:  
Buyer:  
Schedule Dates:  
Est./PO Number:  
Associated Copies:

American Crossroads/Issue

"

09/03/12 to 09/16/12

06237989

No

Submission Cost:

Client/Product/Estimate:

Weeks:

Contract type:

Political

Business Type:

POLITICAL

Business Category:

Transactional

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601  
  
**PHONE (813) 228-8888**

**Original**

Ref	Sales Product Details	Rev	Type	Rate	Spot	Rate	09/03	09/10	Total	Cost
					Type					
30	M-F 530a News ...T...		01			550	30	Nbr of Spots	1	1
31	M-F 530p News ...T...		04			850	30	Nbr of Spots	1	1
32	M-F 6p News ...T...		02			2000	30	Nbr of Spots	1	1
33	M-F 6a News ...T...		03			850	30	Nbr of Spots	1	1
34	M-F 7p Entertainment Tonight ...T...		02			30	Comme	Nbr of Spots		
35	M-F 7a Today Show ...T...		03			1100	30	Nbr of Spots	1	1
36	M-F 730p Extra ...T...		02			30	Comme	Nbr of Spots		
37	M-F 9a Today Show II ...T...		03			650	30	Comme	1	1
40	M-F 1135p ET / 1035p CT Tonight Show ...T...		02			1000	30	Closed PR	1	1
41	M-F 12p Today Show III ...T...		03			225	30	Comme	1	1
<b>Weekly Totals:</b>							30	44	74	225
Total Spots(Ord Spots)							3	4	7	
Closed PR										

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 756    Issue 3**



**Client:** American Crossroads/ Issue  
**Buyer:** ...  
**Schedule Dates:** 09/03/12 to 09/16/12  
**Est./PO Number:** 06237989  
**Associated Copies:** No

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 756    Issue 3**



**News Channel 8**  
**Tampa, FL 33601**

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

Client:	American Crossroads/ Issue		Submission Cost:	80825	Campaign Ref:	E:120717072
Buyer:	..W...		Client/Product/Estimate:	11/27/690	Sales Rep:	HRRP Washington, DC
Schedule Dates:	09/03/12 to 09/16/12		Weeks:	2	Order Ref:	06237989
Est./PO Number:	06237989		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No		Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	09/03	09/10	Total	Cost
59	M-F 4p Dr Oz	..W....		03	Comme				
60	M-F 5a News	..W....		01	Nbr of Spots	1	1	1	650
61	M-F 5p News	..W....		04	Comme				
62	M-F 530a News	..W....		01	30	30	1	1	300
63	M-F 530p News	..W....		04	550	30	Nbr of Spots	1	550
64	M-F 6p News	..W....		02	Comme				
65	M-F 6a News	..W....		03	850	30	Nbr of Spots	1	850
66	M-F 630p ET / 530p CT NBC Nightly News	..W....		02	Comme				
67	M-F 7a Today Show	..W....		03	1500	30	Nbr of Spots	1	1500
68	M-F 730p Extra	..W....		02	Comme				
<b>Weekly Totals:</b>									
Total Spots(Ord Spots)									
Closed PR									
						30	44	74	
						3	4	7	

**Crossroads Media**  
66 Canal Center Plaza  
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Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 756      Issue 3**



**Original**  
PHONE (813) 228-8888

**Client:** American Crossroads/ Issue  
**Buyer:** ...  
**Schedule Dates:** 09/03/12 to 09/16/12  
**Est./PO Number:** 06237989  
**Associated Copies:** No

**Submission Cost:** 80825  
**Client/Product/Estimate:** 11/27/690  
**Weeks:** 2  
**Contract type:** Political  
**Business Type:** POLITICAL  
**Business Category:** Transactional

Ref	Sales Product Details	Rev Type		Rate	Spot Type	09/03	09/10	Total	Cost
69	M-F 9a Today Show II ...W...	03		650	Nbr of Spots		1	1	650
70	M-F 7a Today Show ...T...	02		1400	Comm		1	1	1400
71	M-F 7a Today Show ...T....	02		1400	Comm		1	1	1400
72	M-F 7a Today Show ...W...	02		1400	Comm		1	1	1400
76	M-F 1p Days Of Our Lives ...F...	03		425	Nbr of Spots		1	1	425
77	M-Su 11p News ...F...	02		2000	Comm		1	1	2000
78	M-F 4p Dr Oz ...F...	03		650	Nbr of Spots		1	1	650
79	M-F 530a News ...F...	01		550	Comm		1	1	550
80	M-F 530p News ...F...	04		850	Comm		1	1	850
81	M-F 630p ET / 530p CT NBC Nightly ...F...	02		3500	Nbr of Spots		1	1	3500
<b>Weekly Totals:</b>									
Total Spots(Ord Spots)						30	44	74	
Closed PR						3	4	7	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 756 Issue 3



Est. I.P.O. Number: 06237989

Associated Copies: No

Client: American Crossroads/ Issue  
Buyer: ''  
Schedule Dates: 09/03/12 to 09/16/12  
Est. I.P.O. Number: 06237989

Submission Cost: 80825  
Client/Product/Estimate: 11/27/690  
Weeks: 2  
Contract Type: Political

Campaign Ref: E-120717072  
Sales Rep: HRP Washington, DC  
Order Ref: 06237989  
Business Type: POLITICAL  
Business Category: Transactional

**Original**

Ref	Sales Product Details	Rev Type		Rate	Spot Type	09/03	09/10	Total	Cost
82	M-F 7a Today Show ...F...	03		1100	30 Comme	Nbr of Spots	1	1	1100
83	M-F 730p Entertainment Tonight ...F...	02		1800	30 Comme	Nbr of Spots	1	1	1800
84	M-F 9a Today Show II ...F...	03		650	30 Comme	Nbr of Spots	1	1	650
85	M-F 7p News M.....	02		1700	30 Comme	Nbr of Spots	1	1	1700
86	M-F 730p Entertainment Tonight ...T...	02		1800	30 Comme	Nbr of Spots	1	1	1800
87	M-F 7p News ...T...	02		1700	30 Comme	Nbr of Spots	1	1	1700
88	M-F 730p Entertainment Tonight ...T...	02		1800	30 Comme	Nbr of Spots	1	1	1800
89	M-F 7p News T....	02		1700	30 Comme	Nbr of Spots	1	1	1700
90	M-F 730p Entertainment Tonight ...W....	02		1800	30 Comme	Nbr of Spots	1	1	1800
91	M-F 5a News ...WTF..	01		300	30 Comme	Nbr of Spots	1	1	300
92	M-F 6a News	02		1000	30 Nbr of Spots	1	1	1000	
<b>Weekly Totals:</b>						30	44	74	
Total Spots(Ord Spots)						3	4	7	
Closed PR									

PHONE (813) 228-8888

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**Crossroads Media**  
66 Canal Center Plaza  
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**American Crossroads/ Issue**  
**Submission Number 756    Issue 3**



**Original**  
WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 80825	<b>Campaign Ref:</b> E:120717072
<b>Buyer:</b> 09/03/12 to 09/16/12	<b>Client/Product/Estimate:</b> 11/27/690	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06237989
<b>Est./PO Number:</b> 06237989	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
	WTF..			Comma	30	44	74	

**Weekly Totals:** Total Spots(Old Spots)

Closed PR	3	4	7	
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**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
8	M-F 7p Entertainment Tonight	:30 Commercial	09/03/12	Closed Pre Eruption	0.00	09/07, 12/10, 12/17, 12/24)	00000167955	E:120717072
17	M-F 730p Extra	:30 Commercial	09/10/12	Closed Pre Eruption	1,800.00	No Makegood / Credit	00000000000	E:120717072
34	M-F 7p Entertainment Tonight	:30 Commercial	09/10/12	Closed Pre Eruption	0.00	20 (10/10, 10/12, 09/11, 09/13	00000167956	E:120717072
36	M-F 730p Extra	:30 Commercial	09/03/12	Closed Pre Eruption	1,800.00	No Makegood / Credit	00000000000	E:120717072
51	M-F 7p Entertainment Tonight	:30 Commercial	09/10/12	Closed Pre Eruption	0.00	28 (10/10, 10/12, 09/11, 09/13	00000167956	E:120717072
53	M-F 730p Extra	:30 Commercial	09/03/12	Closed Pre Eruption	1,800.00	No Makegood / Credit	00000000000	E:120717072
68	M-F 730p Extra	:30 Commercial	09/10/12	Closed Pre Eruption	1,800.00	No Makegood / Credit	00000000000	E:120717072

**Grand Totals**

**Month 9 Weeks: 5**

	Totals	09/03	09/10
Spots	74	30	44

	Cost		
	80825	33150	47675

**Grand Totals:**

	Spots:	74
<b>Gross Total:</b>		80,825.00
<b>Commission:</b>		12,123.75

**Net Total:**

**68,704.25**

REP' HEADLINE# 6237989  
\*\*\*, ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/12 i.0.5

FAX# 703-516-9680  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

ADV #	ADV.	NAME	ISS / AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #		AGY.	CROSSROADS MEDIA LLC		BUYER NAME	EMILY MILHOAN
			66 CANAL CENTER PLAZA, SUITE 555			SALES PRSN WA - MEGHAN MCGARR (H)
			ALEXANDRIA, VA 22314			
ORDER #		CONTRACT #	6237989	CLASS:	NATL.	LOCAL REGIONAL

PRDCT	AMERICAN CROSSROADS	EST# 690	COMMENTS: (LINE, ORDER, INVOICE)	DATE	JUL17/12	10.54
FLIGHT	DATES SEP4/12	SEP13/12	WK-2			

CITY TAX	STATE TAX	CO-OP BILLING NEEDED				
----------	-----------	----------------------	--	--	--	--

REP: NEW ORDER  
TTL \$80,825 @74X  
PLEASE CONFIRM

THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*

AMERICAN CROSSROADS

AMERICAN CROSSROADS

AMERICAN CROSSROADS

: LINE#:	REP	: CD:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START DATE	:	END DATE	:	SPTS: /WK:	WEEK INVT:	DAYs	:	TOTAL: :SPTS:
: LINE#:	:	:	:	:	:	:	:	:	:	:	:	:	:	:					

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 690

AGENCY PRODUCT CODE = 27

1	1000P-1100P	30	\$5,300.00	9/7	9/7	1	FRT	1
PROGRAM :	DATELINE							
CON COMI:	DATELINE							
2	1200N-1100P	30	\$225.00	9/7	9/7	1	FRT	1
PROGRAM :	TODAY SHOW	3						
CON COMI:	TODAY SHOW	3						
3	300P-400P	30	\$425.00	9/7	9/7	1	FRT	1
PROGRAM :	DOCTORS							
CON COMI:	DOCTORS							

REP. HEADLINE # 6237989  
\*\*\*, ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

JUL 17 / 12 10 - 5  
\*\*\* WELA-TV \*\*\*

LINE#	REF#	CD:	TIME PERIOD	LGH#	SEC#	RATE	START DATE	END DATE	:SPTS: /WK:	WEEK INVT	DAY\$	TOTL: :SPTS:
4			500A-530A		30	\$300.00	9/7	9/7		1	FRI	1
	PROGRAM :		NEWSCHANNEL 8 TODAY									
	CON COM1:		NEWSCHANNEL 8 TODAY									
5			500P-530P		30	\$850.00	9/7	9/7		1	FRI	1
	PROGRAM :		NEWS CHANNEL 8 5P									
	CON COM1:		NEWS CHANNEL 8 5P									
6			600P-630P		30	\$1,500.00	9/7	9/7		1	FRI	1
	PROGRAM :		NEWS CHANNELS									
	CON COM1:		NEWS CHANNELS									
7			600A-700A		30	\$850.00	9/7	9/7		1	FRI	1
	PROGRAM :		NEWSCHANNEL 8 TODAY									
	CON COM1:		NEWSCHANNEL 8 TODAY									
8			700P-730P		30	\$1,700.00	9/7	9/7		1	FRI	1
	PROGRAM :		ENTERTAINMENT TONIGHT									
	CON COM1:		ENTERTAINMENT TONIGHT									
9			700A-900A		30	\$1,100.00	9/7	9/7		1	FRI	1
	PROGRAM :		TODAY SHOW									
	CON COM1:		TODAY SHOW									
10			100P-200P		30	\$425.00	9/10	9/10	1	1	FRI	1
	PROGRAM :		DAYS OF OUR LIVES									
	CON COM1:		DAYS OF OUR LIVES									
11			1100P-1135P		30	\$2,000.00	9/10	9/10	1	1	MON	1
	PROGRAM :		NEWS CHANNEL 8 @ 11PM									
	CON COM1:		NEWS CHANNEL 8 @ 11PM									
12			400P-500P		30	\$650.00	9/10	9/10	1	1	MON	1

REP' HEADLINE# 6237989  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

CREDIT RISK ! ! !  
HARRIS REPORT FROM REP

JUL 17 / 12 10.5  
\*\*\* FORTNITE \*\*\*

REF# HEADLINE# 6237989  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 703-516-9680  
CREDIT RISK !!! HARRIS REPORT FROM REP

JUL 17 / 12 10 . 5  
\*\*\* WFLA-TV \*\*\*

RECD-HEADLINE 6237989  
\*\*\* ORIGINAT REV 0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
CRD# 8000000000

FAX# 703-516-9688  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

JUL 17 / 12 10 . 5  
\* \* \* WFIA-TV \* \* \*

REB HEADLINE # 6237989  
\*\*\* OCTOMAT 8-10-89 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-96800  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

30 JUL 17 / 12 10.5 \*\*\* WFLA-TV \*\*\*

REB HEADLINE 6237989  
\*\*\*, OCT 11, 1940 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-96800  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL 17 / 12 10 . 5  
\*\*\* WFLA-TV \*\*\*

REP HEADING # 6237989  
\*\*\* OPTICIAN PRACTICE \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL 17 / 12 10 : 5  
\*\*\* NFLA-TV \*\*\*

REF# HEADLINE# 6237989  
\*\*\* ORIGINAL REVNO \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCIES  
ORDER WORKSHEET

FAX# 703-51  
CREDIT RISK !!!  
HARRIS REPORT FROM REEE

JUL 17 / 12 10 - 5  
\*\*\* MFTD - MV \*\*\*

REP' HEADLINE# 6237989  
\*\*\*, ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 703-516-9680 CREDIT RISK ! ! HARRIS REPORT FROM REP \*

JUL 17 / 12 10 - 5  
\*\*\* WELA-TV \*\*\*  
30

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 677      Issue 1**



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**METV**  
PHONE (813) 228-8888



<b>Client:</b> American Crossroads/Issue	<b>Submission Cost:</b> 79525	<b>Campaign Ref:</b> E:120717072
<b>Buyer:</b> " " 09/03/12 to 09/16/12	<b>Client/Product/Estimate:</b> 11 /27 /690	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 06237989	<b>Weeks:</b> 2	<b>Order Ref:</b> 06237989
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household		

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
1	Fri 10p ET / 9p CT Dateline NBC Friday ....F..	5300	30 Comme	Nbr of Spots 1	1	1	5300
2	M-F 12p Today Show III ....F..	225	30 Comme	Nbr of Spots 1	1	1	225
3	M-F 3p Doctors ....F..	425	30 Comme	Nbr of Spots 1	1	1	425
4	M-F 5a News ....F..	300	30 Nbr of Spots 1	Nbr of Spots 1	1	1	300
5	M-F 5p News ....F..	850	30 Comme	Nbr of Spots 1	1	1	850
6	M-F 6p News ....F..	1500	30 Comme	Nbr of Spots 1	1	1	1500
7	M-F 6a News ....F..	850	30 Comme	Nbr of Spots 1	1	1	850
8	M-F 7p Entertainment Tonight ....F..	1700	30 Comme	Nbr of Spots 1	1	1	1700
<b>Weekly Totals:</b> Total Spots(Ord Spots)				37	35	72	

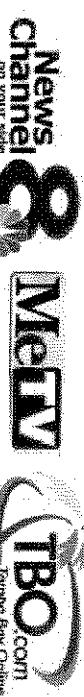
**Original**

79525

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 677 Issue 1**

American Crossroads/  
Issue  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314



News  
Channel 8

on your side

M

TBO.com  
Tampa Bay Online

PHONE (813) 228-8888

**Original**

Client:	American Crossroads/ Issue	Submission Cost:	79525	Campaign Ref:	E:120717072
Buyer:	"	Client/Product Estimate:	11 /27 /690	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/16/12	Weeks:	2	Order Ref:	06237989
Est/P/O Number:	06237989	Contract type:	Political	Business Type:	POLITICAL

Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
9	M-F 7a Today Show	1100	30	Nbr of Spots	1	1	1100
10	M-F 1p Days Of Our Lives	425	30	Nbr of Spots	1	1	425
11	M-Su 11p News	2000	30	Nbr of Spots	1	1	2000
12	M-F 4p Dr Oz	650	30	Nbr of Spots	1	1	650
13	M-F 530a News	550	30	Nbr of Spots	1	1	550
14	M-F 530p News	850	30	Nbr of Spots	1	1	850
15	M-F 630p ET / 530p CTV NBC Nightly News	2000	30	Nbr of Spots	1	1	2000
16	M-F 7a Today Show	1400	30	Nbr of Spots	1	1	1400
17	M-F 730p Extra	1800	30	Nbr of Spots	1	1	1800
18	M-F 9a Today Show II	650	30	Nbr of Spots	1	1	650
19	Golf Sun	650	30	Nbr of Spots	1	1	650
<b>Weekly Totals: Total Spots(Ord Spots)</b>				37	35	72	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 677      Issue 1**



**News**

**Channel**

**8**

**M**

**T**

**BO**

**com**

**TBO**

**Tempo Bay Online**

**com**

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 677 Issue 1**



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8886**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 79525	<b>Campaign Ref:</b> E:120717072
<b>Buyer:</b> "	<b>Sales Rep:</b> HRP Washington, DC	
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Order Ref:</b> 06237989	
<b>Est./PO Number:</b> 06237989	<b>Business Type:</b> POLITICAL	

**Weeks:**  
2

**Contract type:**  
Political

**Business Category:** Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
31	M-F 530p News	850	Comme	Nbr of Spots	1	1	850
32	M-F 6p News	2000	30	Nbr of Spots	1	1	2000
33	M-F 6a News	850	30	Nbr of Spots	1	1	850
34	M-F 7p Entertainment Tonight	1700	30	Nbr of Spots	1	1	1700
35	M-F 7a Today Show	1100	30	Nbr of Spots	1	1	1100
36	M-F 730p Extra	1800	30	Nbr of Spots	1	1	1800
37	M-F 9a Today Show II	650	30	Nbr of Spots	1	1	650
38	M-F 1p Days Of Our Lives	425	30	Nbr of Spots	1	1	425
39	M-Su 11p News	2000	30	Nbr of Spots	1	1	2000
40	M-F 1135p ET / 1035p CT Tonight Show	1000	30	Nbr of Spots	1	1	1000
			Comme				
<b>Weekly Totals:</b> Total Spots(Ord Spots)				37	35	72	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 677      Issue 1**

American Crossroads/ Issue  
Submission Number 677      Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 79525	<b>Campaign Ref:</b> E-120717072
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11 /27 /690	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06237989
<b>Est./PO Number:</b> 06237989	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
	<b>Business Category:</b> Transactional	

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
41	M-F 12p Today Show     T.....	225	30 Comme	Nbr of Spots	1	1	225
42	M-F 3p Doctors T.....	425	30 Comme	Nbr of Spots	1	1	425
43	M-F 4p Dr Oz T.....	650	30 Comme	Nbr of Spots	1	1	650
44	M-F 5a News T.....	300	30 Comme	Nbr of Spots	1	1	300
45	M-F 5p News T.....	850	30 Comme	Nbr of Spots	1	1	850
46	M-F 530a News T.....	550	30 Comme	Nbr of Spots	1	1	550
47	M-F 530p News T.....	850	30 Comme	Nbr of Spots	1	1	850
48	M-F 6p News T.....	2000	30 Comme	Nbr of Spots	1	1	2000
49	M-F 6a News T.....	850	30 Comme	Nbr of Spots	1	1	850
50	M-F 630p ET / 530p CT NBC Nightly News T.....	3500	30 Comme	Nbr of Spots	1	1	3500
51	M-F 7p Entertainment Tonight T.....	1700	30 Comme	Nbr of Spots	1	1	1700
<b>Weekly Totals: Total Spots(Ord Spots)</b>				37	35	72	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 677      Issue 1**



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 79525	<b>Campaign Ref:</b> E:120717072
<b>Buyer:</b> " " 09/03/12 to 09/16/12	<b>Sales Rep:</b> HRR Washington, DC	
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Order Ref:</b> 06237989	
<b>Est./PO Number:</b> 06237989	<b>Business Type:</b> POLITICAL	

**Contract type:** Political  
**Business Category:** Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
52	M-F 7a Today Show T.....	1100	30 Comme	Nbr of Spots 1	1	1	1100
53	M-F 730p Extra .T.....	1800	30 Comme	Nbr of Spots 1	1	1	1800
54	M-F 9a Today Show II T.....	650	30 Comme	Nbr of Spots 1	1	1	650
55	M-F 1p Days Of Our Lives W.....	425	30 Comme	Nbr of Spots 1	1	1	425
56	M-Su 11p News W.....	2000	30 Comme	Nbr of Spots 1	1	1	2000
57	M-F Tonight Show Late Run W.....	1000	30 Comme	Nbr of Spots 1	1	1	1000
58	M-F 12p Today Show II W.....	225	30 Comme	Nbr of Spots 1	1	1	225
59	M-F 4p Dr Oz W.....	650	30 Comme	Nbr of Spots 1	1	1	650
60	M-F 5a News W.....	300	30 Comme	Nbr of Spots 1	1	1	300
61	M-F 5p News W.....	850	30 Comme	Nbr of Spots 1	1	1	850
62	M-F 530a News W.....	550	30 Comme	Nbr of Spots 1	1	1	550
<b>Weekly Totals:</b> Total Spots(Ord Spots)				37	35	72	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
**Submission Number 677 Issue 1**



**WFLA-TV**

P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Buyer: Schedule Dates: Est./PO Number:	American Crossroads/ Issue 09/03/12 to 09/16/12 06237989	<b>Submission Cost:</b> Client/Product/Estimate: Weeks: Contract type:	79525 11 / 27 / 690 2 Political	<b>Campaign Ref:</b> Sales Rep: Order Ref: Business Type: Business Category:	E:120717072 HRP Washington, DC 06237989 POLITICAL Transactional
--	--	---	--	--	---

<b>Ref</b>	<b>Sales Product Details</b>	<b>Rate</b>	<b>Spot Type</b>	<b>09/03</b>	<b>09/10</b>	<b>Total</b>	<b>Cost</b>
63	M-F 530p News .W....	850	30 Comme	Nbr of Spots 1	1	1	850
64	M-F 6p News .W....	1500	30 Comme	Nbr of Spots 1	1	1	1500
65	M-F 6a News .W....	850	30 Comme	Nbr of Spots 1	1	1	850
66	M-F 630p ET / 530p CT NBC Nightly News .W....	3500	30 Comme	Nbr of Spots 1	1	1	3500
67	M-F 7a Today Show .W....	1100	30 Comme	Nbr of Spots 1	1	1	1100
68	M-F 730p Extra .W....	1800	30 Comme	Nbr of Spots 1	1	1	1800
69	M-F 9a Today Show II .W....	650	30 Comme	Nbr of Spots 1	1	1	650
70	M-F 7a Today Show .T....	1400	30 Comme	Nbr of Spots 1	1	1	1400
71	M-F 7a Today Show .T....	1400	30 Comme	Nbr of Spots 1	1	1	1400
72	M-F 7a Today Show .W....	1400	30 Comme	Nbr of Spots 1	1	1	1400
<b>Weekly Totals:</b> Total Spots(Ord Spots)				37	35	72	

**Grand Totals**

		Month 9 Weeks: 5	
		09/03	09/10
Spots	Totals	72	37
	Cost	79525	43375

**Grand Totals:**

	Spots:	72
Gross Total:	79,525.00	
Commission:	11,928.75	
Net Total:	67,596.25	



**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21453	2012	WFLA I SS
Crossroads Media	INVOICE DATE	09/30/12 E:120717072
66 Canal Center Plaza	ORDER TYPE	Political
Suite 555	INVOICE NUMBER	WFLA
ALEXANDRIA VA 22314	SCHEDULE DATES	1 08/27/2012 - 09/3
	9/03/12- 9/16/12	
	Standard Broadcast Month	
	TERMS: NET 30 DAYS.	

REF#: 11 /27 /690  
Desc: 06237989

SCHEDULE		ACTUAL BROADCAST					RECONCILIATION			
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT	DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Fri 10p ET / 9p CT Dateline	NB	*WFLA				:30 Commercial				
5300.00	1	1	9/07	FR	10:30P	30	USPRTV14ACH	5300.00		
M-F 12p Today Show III		*WFLA				:30 Commercial				
225.00	2	1	9/07	FR	12:29P	30	USPRTV14ACH	225.00		
M-F 3p Doctors		*WFLA				:30 Commercial				
425.00	3	1	9/07	FR	03:15P	30	USPRTV14ACH	425.00		
M-F 5a News		*WFLA				:30 Commercial				
300.00	4	1	9/07	FR	05:10A	30	USPRTV14ACH	300.00		
M-F 5p News		*WFLA				:30 Commercial				
850.00	5	1	9/07	FR	05:22P	30	USPRTV14ACH	850.00		
M-F 6p News		*WFLA				:30 Commercial				
1500.00	6	1	9/07	FR	06:26P	30	USPRTV14ACH	1500.00		
M-F 6a News		*WFLA				:30 Commercial				
850.00	7	1	9/07	FR	06:59A	30	USPRTV14ACH	850.00		
M-F 7p Entertainment Tonight		*WFLA				:30 Commercial				
1700.00	8	1	9/07	FR		30		.00	Preempt Program Change	.00-
*** Continued ***										
M-F 7a Today Show										
1100.00	9	1	9/07	FR	08:38A	30	USPRTV14ACH	1100.00		
M-F 1p Days Of Our Lives		*WFLA				:30 Commercial				
425.00	10	1	9/10	MO	12:58P	30	USPRTV14ACH	425.00		
M-Su 11p News		*WFLA				:30 Commercial				
2000.00	11	1	9/10	MO	11:30P	30	USPRTV14ACH	2000.00		
M-F 4p Dr Oz		*WFLA				:30 Commercial				
650.00	12	1	9/10	MO	04:38P	30	USPRTV14ACH	650.00		
M-F 530a News		*WFLA				:30 Commercial				
550.00	13	1	9/10	MO	05:58A	30	USPRTV14ACH	550.00		
73 Total Units										
Debits .00										
PERIOD COST	88,025.00		ACTUAL GROSS BILLING	80,175.00		SUB-TOTALS	Credits	7,850.00-		
			AGENCY COMMISSION	12,026.25		TOTAL RECONCILING		7,850.00CR		
			NET DUE	68,148.75						

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**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**News Channel 8**  
WFLA-TV Tampa, FL, Peterburg

ADVERTISER  
American Crossroads/ Issue

PRODUCT  
American Crossroads

INVOICE NUMBER	BROADCAST MONTH
0100032723	08/27/2012 - 09/30

AMOUNT DUE  
68,148.75

REMIT TO:

\*00207

000021453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425





**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)  
SLSR: HRP Washington, DC  
ADV.: American Crossroads/ Issue  
PROD: American Crossroads

2012	WFLA I SS
INVOICE DATE	09/30/12 E:120717072
ORDER TYPE	Political
INVOICE NUMBER	WFLA
SCHEDULE DATES	2 08/27/2012 - 09/3
TERMS: NET 30 DAYS.	9/03/12- 9/16/12
Standard Broadcast Month	

REF#: 11 /27 /690  
Desc: 06237989

SCHEDULE		ACTUAL BROADCAST					RECONCILIATION				
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT	DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 530p News					*WFLA		:30	Commercial			
850.00	14	1	9/10	MO	05:52P	30	USPRTV14ACH		850.00		
M-F 630p ET / 530p CT	NBC	Nigh			*WFLA		:30	Commercial			
2000.00	15	1	9/10	MO	06:51P	30	USPRTV14ACH		2000.00		
M-F 7a Today Show					*WFLA		:30	Commercial			
1400.00	16	1	9/10	MO	07:56A	30	USPRTV14ACH		1400.00		
M-F 730p Extra					*WFLA		:30	Commercial			
1800.00	17	1	9/10	MO		30			.00	Preempt	1800.00-
										Program Change	
M-F 9a Today Show II					*WFLA		:30	Commercial			
650.00	18	1	9/10	MO	09:26A	30	USPRTV14ACH		650.00		
Golf Sun					*WFLA		:30	Commercial			
650.00	19	1	9/09	SU	03:43P	30	USPRTV14ACH		650.00		
Sun 6p News					*WFLA		:30	Commercial			
900.00	20	1	9/09	SU	06:22P	30	USPRTV14ACH		900.00		
Sun 8a Today Show					*WFLA		:30	Commercial			
700.00	21	1	9/09	SU	08:28A	30	USPRTV14ACH		700.00		
M-F 1p Days Of Our Lives					*WFLA		:30	Commercial			
425.00	22	1	9/06	TH	12:58P	30	USPRTV14ACH		425.00		
M-Su 11p News					*WFLA		:30	Commercial			
2000.00	23	1	9/06	TH	11:34P	30	USPRTV14ACH		2000.00		
M-F 1135p ET / 1035p CT	Tonigh				*WFLA		:30	Commercial			
1000.00	24	1	9/13	TH	12:29A	30	USPRTV14ACH		1000.00		
M-F 12p Today Show III					*WFLA		:30	Commercial			
225.00	25	1	9/13	TH	12:53P	30	USPRTV14ACH		225.00		
M-F 3p Doctors					*WFLA		:30	Commercial			
425.00	26	1	9/13	TH	03:14P	30	USPRTV14ACH		425.00		
M-F 4p Dr Oz					*WFLA		:30	Commercial			
650.00	27	1	9/06	TH	04:54P	30	USPRTV14ACH		650.00		
M-F 5a News					*WFLA		:30	Commercial			
300.00	28	1	9/13	TH	05:27A	30	USPRTV14ACH		300.00		
M-F 5p News					*WFLA		:30	Commercial			
850.00	29	1	9/13	TH	05:24P	30	USPRTV14ACH		850.00		
M-F 530a News					*WFLA		:30	Commercial			
550.00	30	1	9/06	TH	05:53A	30	USPRTV14ACH		550.00		
M-F 530p News					*WFLA		:30	Commercial			
850.00	31	1	9/06	TH	05:52P	30	USPRTV14ACH		850.00		
M-F 6p News					*WFLA		:30	Commercial			
2000.00	32	1	9/13	TH	06:27P	30	USPRTV14ACH		2000.00		
M-F 6a News					*WFLA		:30	Commercial			
850.00	33	1	9/13	TH	06:40A	30	USPRTV14ACH		850.00		
M-F 7p Entertainment Tonight					*WFLA		:30	Commercial			
1700.00	34	1	9/13	TH		30			.00	Preempt	.00-
										Program Change	
M-F 7a Today Show					*WFLA		:30	Commercial			
					*** Continued ***						

PERIOD COST 88,025.00

73 Total Units  
ACTUAL GROSS BILLING 80,175.00  
AGENCY COMMISSION 12,026.25  
NET DUE 68,148.75

Debits .00  
SUB-TOTALS Credits 7,850.00-  
TOTAL RECONCILING 7,850.00CR

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# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington DC)  
SLSR: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 09/30/12 E:120717072  
ORDER TYPE Political  
WFLA I SS  
PAGE BROADCAST MONTH  
INVOICE NUMBER 0100032723  
SCHEDULE DATES 3 08/27/2012 - 09/3  
9/03/12- 9/16/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /690  
Desc: 06237989

SCHEDULE	DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST LENGTH M/G FOR PRODUCT	DESCRIPTION	PRICE	RECONCILIATION	
										REMARKS	DEBIT/CREDIT
	M-F 730p Extra	1100.00	35	1	9/06	TH 07:28A	30	USPRTV14ACH :30 Commercial	1100.00		
		1800.00	36	1	9/06	TH	30		.00	Preempt Program Change	1800.00-
	M-F 9a Today Show II	650.00	37	1	9/06	TH 09:26A	30	USPRTV14ACH :30 Commercial	650.00		
	M-F 1135p ET / 1035p CT Tonight	1000.00	40	1	9/11	TU 12:09A	30	USPRTV14ACH :30 Commercial	1000.00		
	M-F 12p Today Show III	225.00	41	1	9/11	TU 12:29P	30	USPRTV14ACH :30 Commercial	225.00		
	M-F 3p Doctors	425.00	42	1	9/11	TU 03:14P	30	USPRTV14ACH :30 Commercial	425.00		
	M-F 5a News	300.00	44	1	9/11	TU 05:13A	30	USPRTV14ACH :30 Commercial	300.00		
	M-F 5p News	850.00	45	1	9/11	TU 05:24P	30	USPRTV14ACH :30 Commercial	850.00		
	M-F 6p News	2000.00	48	1	9/11	TU 06:15P	30	USPRTV14ACH :30 Commercial	2000.00		
	M-F 6a News	850.00	49	1	9/11	TU 06:30A	30	USPRTV14ACH :30 Commercial	850.00		
	M-F 7p Entertainment Tonight	1700.00	51	1	9/11	TU	30		.00	Preempt Program Change	.00-
	M-F 730p Extra	1800.00	53	1	9/04	TU	*WFLA	:30 Commercial	.00	Preempt Program Change	1800.00-
	M-F 1p Days Of Our Lives	425.00	55	1	9/12	WE 01:57P	30	USPRTV14ACH :30 Commercial	425.00		
	M-Su 11p News	2000.00	56	1	9/12	WE 11:29P	30	USPRTV14ACH :30 Commercial	2000.00		
	M-F Tonight Show Late Run	1000.00	57	1	9/05	WE 12:47A	30	USPRTV14ACH :30 Commercial	1000.00		
	M-F 12p Today Show III	225.00	58	1	9/05	WE 12:51P	30	USPRTV14ACH :30 Commercial	225.00		
	M-F 4p Dr Oz	650.00	59	1	9/12	WE 04:42P	30	USPRTV14ACH :30 Commercial	650.00		
	M-F 5a News	300.00	60	1	9/05	WE 05:11A	30	USPRTV14ACH :30 Commercial	300.00		
	M-F 5p News	850.00	61	1	9/05	WE 05:28P	30	USPRTV14ACH :30 Commercial	850.00		
	M-F 530a News	550.00	62	1	9/12	WE 05:41A	30	USPRTV14ACH :30 Commercial	550.00		
	M-F 530p News	850.00	63	1	9/12	WE 05:43P	30	USPRTV14ACH *** Continued ***	850.00		

PERIOD COST 88,025.00

73 Total Units	Debits .00
ACTUAL GROSS BILLING 80,175.00	Credits 7,850.00-
AGENCY COMMISSION 12,026.25	TOTAL RECONCILING 7,850.00CR
NET DUE 68,148.75	

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## INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV.: American Crossroads/ Issue  
PROD: American Crossroads

2012 INVOICE DATE	WFLA I SS Political
ORDER TYPE	WFLA
INVOICE NUMBER	PAGE BROADCAST MONTH
SCHEDULE DATES	4 08/27/2012 - 09/3
9/03/12- 9/16/12	
Standard Broadcast Month	
TERMS: NET 30 DAYS.	

REF#: 11 /27 /690  
Desc: 06237989

SCHEDULE		ACTUAL BROADCAST					RECONCILIATION				
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT	DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6p News					*WFLA			:30 Commercial			
	1500.00	64	1	9/05	WE 06:13P	30	USPRTV14ACH		1500.00		
M-F 6a News					*WFLA			:30 Commercial			
	850.00	65	1	9/05	WE 06:59A	30	USPRTV14ACH		850.00		
M-F 630p ET / 530p CT NBC Nigh					*WFLA			:30 Commercial			
	3500.00	66	1	9/05	WE 06:51P	30	USPRTV14ACH		3500.00		
M-F 7a Today Show					*WFLA			:30 Commercial			
	1100.00	67	1	9/05	WE 08:56A	30	USPRTV14ACH		1100.00		
M-F 730p Extra					*WFLA			:30 Commercial			
	1800.00	68	1	9/12	WE	30			.00	Preempt Program Change	1800.00-
M-F 9a Today Show II					*WFLA			:30 Commercial			
	650.00	69	1	9/12	WE	30			.00	Preempt Special News Rpt	S 650.00-N
M-F 7a Today Show					*WFLA			:30 Commercial			
	1400.00	70	1	9/13	TH 08:35A	30	USPRTV14ACH		1400.00		
	1400.00	71	1	9/11	TU 07:58A	30	USPRTV14ACH		1400.00		
	1400.00	72	1	9/12	WE 07:29A	30	USPRTV14ACH		1400.00		
M-F 1p Days Of Our Lives					*WFLA			:30 Commercial			
	425.00	76	1	9/14	FR 01:59P	30	USPRTV14ACH		425.00		
M-Su 11p News					*WFLA			:30 Commercial			
	2000.00	77	1	9/14	FR 11:13P	30	USPRTV14ACH		2000.00		
M-F 4p Dr Oz					*WFLA			:30 Commercial			
	650.00	78	1	9/14	FR 04:18P	30	USPRTV14ACH		650.00		
M-F 530a News					*WFLA			:30 Commercial			
	550.00	79	1	9/14	FR 05:53A	30	USPRTV14ACH		550.00		
M-F 530p News					*WFLA			:30 Commercial			
	850.00	80	1	9/14	FR 05:38P	30	USPRTV14ACH		850.00		
M-F 630p ET / 530p CT NBC Nigh					*WFLA			:30 Commercial			
	3500.00	81	1	9/14	FR 06:49P	30	USPRTV14ACH		3500.00		
M-F 7a Today Show					*WFLA			:30 Commercial			
	1100.00	82	1	9/14	FR 07:59A	30	USPRTV14ACH		1100.00		
M-F 730p Entertainment Tonight					*WFLA			:30 Commercial			
	1800.00	83	1	9/14	FR 07:45P	30	USPRTV14ACH		1800.00		
M-F 9a Today Show II					*WFLA			:30 Commercial			
	650.00	84	1	9/14	FR 09:50A	30	USPRTV14ACH		650.00		
M-F 7p News					*WFLA			:30 Commercial			
	1700.00	85	1	9/07	FR 07:23P	30	USPRTV14ACH		1700.00		
M-F 730p Entertainment Tonight					*WFLA			:30 Commercial			
	1800.00	86	1	9/10	MO 07:40P	30	USPRTV14ACH		1800.00		
M-F 7p News					*WFLA			:30 Commercial			
	1700.00	87	1	9/13	TH 07:14P	30	USPRTV14ACH		1700.00		
M-F 730p Entertainment Tonight					*WFLA			:30 Commercial			
	1800.00	88	1	9/06	TH 07:39P	30	USPRTV14ACH		1800.00		
M-F 7p News					*WFLA			:30 Commercial			
					*** Continued ***						

PERIOD COST	88,025.00	73 Total Units	Debits .00
ACTUAL GROSS BILLING	80,175.00	SUB-TOTALS	Credits 7,850.00-
AGENCY COMMISSION	12,026.25	TOTAL RECONCILING	7,850.00CR
NET DUE	68,148.75		

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SLSP: HRP Washington, DC  
ADV.: American Crossroads/ Issue  
PROD: American Crossroads

2012	WFLA I SS
INVOICE DATE	09/30/12 E:120717072
ORDER TYPE	Political
	WFLA
INVOICE NUMBER	0100032723
SCHEDULE DATES	5 08/27/2012 - 09/3 9/03/12- 9/16/12
PAGE BROADCAST MONTH	Standard Broadcast Month
TERMS: NET 30 DAYS.	

REF#: 11 /27 /690  
Desc: 06237989

SCHEDULE		ACTUAL BROADCAST					RECONCILIATION				
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 73Op Entertainment Tonight	1700.00	89	1	9/11	TU	07:23P	30	USPRTV14ACH :30 Commercial	1700.00		
	1800.00	90	1	9/12	WE	07:45P	30	USPRTV14ACH :30 Commercial	1800.00		
M-F 5a News	300.00	91	1	9/06	TH	05:17A	30	USPRTV14ACH :30 Commercial	300.00		
M-F 6a News	1000.00	92	1	9/06	TH	06:57A	30	USPRTV14ACH :30 Commercial	1000.00		
Total Airtime Gross Spot Revenue:							80,175.00				

PERIOD COST      **88,025.00**

73 Total Units	Debits .00
ACTUAL GROSS BILLING	Credits 7,850.00-
AGENCY COMMISSION	TOTAL RECONCILING 7,850.00CR
NET DUE	68,148.75

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